

FAIR SUCCESS STORIES

There are a number of successes that network of California fair organizations achieve throughout the year due to the resourcefulness of dedicated staff. F&E requested fairs share a few of their successes for inclusion in this year's expenditure plan. The highlights of a few of the network of California fairs success stories follow:

Kern County Fair

The Kern County Fair corporate event program hosts corporate events during the 12-day run of the fair. Corporate packages are sold to businesses for their employees and are tailored to meet individual organization's needs. The package options include admission to the fair, a barbecue or catered meal in the Bolthouse Courtyard or Park Place, carnival wristbands and concert tickets to that evening's performance. The popularity of this program has grown steadily since its inception in 1995. The event schedule has expanded from one event of approximately 200 guests to nine events and approximately 20,000 additional attendees in 2000. Conservative revenue increases are estimated at \$75,000 annually due to this program's expansion.

With the growth in the corporate event program have come special challenges. As popularity grew, so too did the need to expand to meet the needs of corporations and their guests. The major challenge was meeting the needs of the major participant in the program, Bolthouse Farms. Bolthouse Farms is a carrot farming and packaging operation owned by William Bolthouse. In 1999, the Fair hosted 12,000 Bolthouse employees, feeding them in shifts of 500 to accommodate the group in the corporate event area. The event was successful, however, Bolthouse managers and Kern County Fair staff began to discuss options for the event in 2000.

Eventually, William Bolthouse, owner of the carrot farming and packaging operation, presented the solution. Mr. Bolthouse suggested that the company itself could build a pavilion area for its event at a separate location on the fairgrounds. It would meet the needs of the company for its annual event, and also be a great year-round asset to the fairgrounds - and a beautiful new pavilion area for use by the citizens of Kern County.

As the project grew, so too did the companies involved in helping to build it. Bolthouse led the challenge, and encouraged its vendors and business associates to help in the project. In the months of work to plan and build the



At the 2001 WFA Convention, Kern County Fair was awarded The Merrill Award for the Bolthouse Courtyard.

project, 26 area businesses contributed to the pavilion. Some contributed construction materials, others provided labor at cost, and others donated all of their services and supplies.

The final result of this unique collaboration was a beautiful new 35,000 square foot pavilion - including a colorful picnic area, restrooms and cooking facilities. It faces the main plaza entrance to the fairgrounds and features a decorative wrought iron gateway leading in to the pavilion area. The pavilion area, valued at more than \$1 million, was built at a cost of only \$75,000 to the Kern County Fair. The remaining was financed by Bolthouse Farms with \$425,000 in funds and an equal amount in donated labor, materials and supplies.

Snapple Days at the Fair

The following fairs participated in the first ever Bay Area Fair Sponsorship Campaign: Alameda County Fair, Contra Costa County Fair, Marin County Fair, San Joaquin County Fair, San Mateo County Fair and Floral Fiesta, Santa Clara County Fair, Sonoma County Fair, and Solano County Fair. This sponsorship is valued at \$100,000, with a corresponding cost to each fair of one 10 x 10 commercial booth space.

How does it work? Consumers visit Snapple displays in local grocery stores between 5/7/01 and 8/15/01 to get an official **Snapple Days at the Fair Sweepstakes** entry form. Consumers deposit entries at the Snapple booths at any of the eight participating Bay Area County Fairs. At the conclusion of each fair, a winner will be drawn for a Northstar at Tahoe Mountain Bike getaway weekend for two. To encourage patrons to visit local grocery stores to obtain an entry form, television commercials will run in designated markets (regional zones) prior to and during each fair on cable television stations such as MTV, HGTV, TNN and others. Each participant fairs' contact information and fair dates are featured in the commercials for each regional zone.



Snapple provides:
<ul style="list-style-type: none">• \$60,000 custom media May-July to include 15 second tag for local sweepstakes/county fair message.• \$2,000 for hard costs including entry blank and Point of Purchase (POP) production• Manpower for set-up of POP materials in projected 200 retail stores throughout the fair season.• Set-up and take down of banners at the Snapple contest booth at each Fair.

AT&T Media provides:
<ul style="list-style-type: none">• 8 trips for Northstar at Tahoe Mountain Bike getaway (\$625 value - per trip).• \$10,000 promotional media appearing in the South Bay (June) and San Mateo (Aug.) regional zones.• All coordination of booth sweepstakes activity with County Fairs including: placement of entry boxes in booth, supervision of each entry box for each fair.

California Fairs Alliance

After two years of study and preparation, the Western Fairs Association approved the formation of the California Fairs Alliance in the summer of 2000. The Alliance consists of a fourteen member Board of Directors and will represent the seven current areas of California fairs, with members of the fairs' Board of Directors and Management teams. The leadership of the Alliance continues to evolve, currently Stuart Titus (Humboldt County Fair CEO) and Ed Scofield (Nevada County Fair CEO) are co-chairs of the Alliance.

Ed Scofield states, "the Alliance was created for California fairs to deal with the unique legislative, financial and educational needs of the California fair industry. While California fairs will continue to play a strong role with the Western Fairs Association, the Alliance will assure unity of California fairs, and help maintain the fairs' role as one of California's outstanding industries and one of the leading fair systems in the Nation."



Ed Scofield, Nevada County Fair CEO, Don Hillman, Cal Expo Deputy General Manager and Secretary Lyons discuss the newly formed California Fairs Alliance.